

# THE CHALLENGE OF MUSEUM BRAND ENHANCEMENT WITH SOCIAL MEDIA IN YOGYAKARTA INDONESIA

*by* Bama Suprobojati

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## THE CHALLENGE OF MUSEUM BRAND ENHANCEMENT WITH SOCIAL MEDIA IN YOGYAKARTA INDONESIA

Ayu Helena Cornelia<sup>1</sup> and Tri Kuntoro Priambodo<sup>2</sup>

<sup>1</sup>Sekolah Tinggi Pariwisata AMPTA, Yogyakarta, Indonesia, email: [dr.ayuellia@gmail.com](mailto:dr.ayuellia@gmail.com)

<sup>2</sup>Universitas Gadjah Mada, Yogyakarta, Indonesia

### ABSTRACT

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Museum as heritage tourism has its own unique selling point. The succeed of museum in some western countries has triggered museum development in developing countries including Indonesia. However, the number of visit to museum in Yogyakarta (Central Java) is not as high as other popular tourism attractions in the city. Previous study found some reasons underlying this condition which are lack of promotion, lack of infrastructure facilities and lack of human resources quality. This paper is aimed to find out the challenge of museum brand enhancement with the use of social media as it has a great role in promotion. Social Media strategy is investigated in Museum Sonobudoyo, Museum Pendidikan Indonesia UNY and Museum Gumuk Pasir Yogyakarta with qualitative descriptive approach. The result of the study found that the use of social media in museum is not maximum because there is no person in charge for social media development, limited supporting tools and lack of political support.

**Keywords :** Museum, Social Media, Marketing

## TANTANGAN PENINGKATAN MEREK MUSEUM DENGAN MEDIA SOSIAL DI YOGYAKARTA INDONESIA

### ABSTRAK

Museum sebagai wisata cagar budaya memiliki daya tarik tersendiri. Keberhasilan museum di beberapa negara barat telah memicu pengembangan museum di negara-negara berkembang termasuk Indonesia. Namun, jumlah kunjungannya museum di Yogyakarta masih rendah dibandingkan dengan tempat wisata populer lainnya di kota ini. Studi sebelumnya menemukan beberapa alasan yang mendasari kondisi ini yaitu kurangnya promosi, kurangnya fasilitas infrastruktur dan kurangnya kualitas sumber daya manusia. Makalah ini bertujuan untuk mengetahui tantangan peningkatan merek museum dengan penggunaan media sosial karena memiliki peran besar dalam promosi. Strategi Media Sosial diselidiki di Museum Sonobudoyo, Museum Pendidikan Indonesia UNY dan Museum Gumuk Pasir Yogyakarta dengan pendekatan deskriptif kualitatif. Hasil penelitian menemukan bahwa penggunaan media sosial di museum tidak maksimal karena tidak ada orang yang bertanggungjawab untuk pengembangan media sosial, alat pendukung yang terbatas dan kurangnya support dari pemerintah.

**Kata kunci:** Museum, Media Sosial, Pemasaran



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## INTRODUCTION

The growing role of social media in tourism is undeniable; leveraging off social media to market destinations has proven to be an excellent strategy (Kiralova & Pavlicecka, 2014). Visitors develop an image about a destination as well as a set of expectations based on previous experience, word of mouth, press reports, advertising, and common beliefs, before visiting a destination (Baloglu & Brinberg, 1997).

Social Media offers a great tool for tourism destination to reach global audience with limited resources (Hays et.al, 2012). Therefore, having a strong social media marketing plan and presence on the web is the key to tap into customer's interest.

Customers are interacting with brands through social media as it enables an organization or institution looking to further reaching more customers and if implemented correctly, marketing with social media can bring remarkable success. Indeed, the development of internet makes cost will more affordable as a means of promotion (Afif et.al., 2015).

The phenomenon of social media use in Indonesia has been tremendous in recent years. The 8 hours and 36 minutes spent online per day makes Indonesia the fifth most digitally active country behind the Philippines, Brazil, Thailand and Colombia. Of the total time spent online, nearly half of that (3 hours and 26 minutes) is spent on social media, with Indonesians most active on YouTube, WhatsApp, Facebook and Instagram (Wong, 2019).

Fotis et.al (2011) mentioned that there is a strong correlation between levels of influence from social media and decision for holiday plan. Therefore, there is an urgent need for museum management to understand and apply the proper strategy for promotion using social media in the digital era so that it could influence people to decide to visit the museum.

## METHOD

The fact was collected with indepth interview to each management museums such as the head of museum, head of inventory, and head of human resources of Sonobudoyo Museum, MPI UNY Museum and GumukPasir Museum. Some of the questions asked, are there any social media plan and guidance as part of marketing strategy as a whole ? and who does the social media implementation and maintenance? Observation toward the social media channels – Facebook, Instagram and Twitter were held to see the daily progress of promotion.

This research was aimed to find out: (1) How is the existing method for social media development in the museum in Yogyakarta Indonesia? (2) What is the best social media marketing strategy for museum in Yogyakarta Indonesia?

Using qualitative descriptive approach, Focus Group Discussion was implemented toward some informants; representative of Travel Agents and Tour Leaders in Yogyakarta, *Duta Museum* (Museum Ambassador), Museum Love communities, youth scout, volunteer students and cultural observers in Yogyakarta to determine outsider's opinion about Sonobudoyo Museum, MPI UNY Museum and Gumuk Pasir Museum for triangulation purposes. Some questions are what do museum look like for them? what is expected from museum? as well as what is the SWOT (Strength Weakness Opportunity and Threat) analysis for museums in Yogyakarta?

## RESULT AND DISCUSSION

The result of the research showed that the 3 museums already have social media account these are Facebook, Instagram and Twitter but the utilization is not yet maximum and there are no specific personnel who are responsible for day to day social media handling as there are some significant reasons such as no budget, human resources low quality and lack

of political will from the leader. Below is the social media condition of the three museums;

### Sonobudoyo Museum

Sonobudoyo Museum promotes its activity through social media quite consistent that is through Facebook Sonobudoyo (Figure 1), Instagram Sonobudoyo (Figure 2) and Twitter @sonobudoyo as shown in Figure 3. The Facebook has 3416 followers with last update is on the 1<sup>st</sup> of August 2019 which is quite long vacuum for uploading the content. There is no English language available which will find difficulty for foreign tourist to understand the information.



Figure 1. Facebook Sonobudoyo



Figure 2. InstagramSonobudoyo

Compare to the other 2 museums in the study, the museum has a more advance technique in uploading the content in the social media such as shown in their Instagram that is already clustered with a good designed 'Highlight' underneath the bio so people could find out museum activity and promotion more easily without scrolling to bottom. In terms of timing, the Instagram in Figure 2 showed it has 2772 followers and already included some momentum event such as the greeting for Indonesian Independence Day.



Figure 3. TwitterSonobudoyo

The Twitter of Sonobudoyo Museum (Figure 3) has 854 followers and even more updated than Facebook and Instagram with last update is on the 20<sup>th</sup> of August 2019. However, although Google provides translation, the language used in the Museum's Twitter is in the form of Bahasa Indonesia.

There were some weakness found such as they do not have special personnel who are responsible with updating the social media due to budget constraint and the lack quality of existing human resources in adjusting with the needs of digital 4.0, there is no marketing plan and guidance to develop the social media. The museum was assisted with some internship students from local universities so when the students are finishing their task there is no permanent staff who continue the social media program; the inconsistency time of uploading; the content is not yet variative; and there is no engagement yet with the community. It is suggested that the social media can be linked together so once upload can be used for multi channels.

### Museum Pendidikan Indonesia UNY (MPI UNY)

Museum Pendidikan Indonesia (MPI) UNY is located in the area of Universitas Negeri Yogyakarta (UNY). Comparing to Sonobudoyo Museum; MPI has lower number followers for the Facebook (@mpi.uny) with 1120 people (as shown in Figure 4). There is a very long vacuum for updating the content for the Facebook in this museum as last update was on the 21<sup>st</sup> of July 2017. Similar to



Sonobudoyo Museum, there is no original English translation and only depends on automatic Google translation for the page.



Figure 4. Facebook Museum PendidikanIndonesia UNY

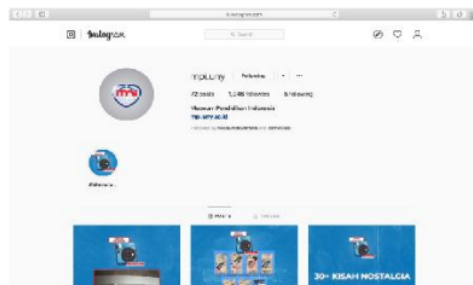


Figure 5. Instagram Museum Pendidikan Indonesia UNY

The Instagram of @mpi.uny has 1046 followers (as shown in Figure 5) with last update on the 30<sup>th</sup> of June 2019. It is shown

that there is a good promotion involving some students' opinion about the museum and in fact MPI UNY has an interesting giveaway for Instagram quiz #MemorabiliaSekolah that is camera FUJI Instax in June 2019. Unfortunately, there is no continuation for this social media development afterwards.



Figure 6. Twitter MPIUNY

Figure 6 showed that Twitter @MPIUNY has 195 followers which was updated not very frequent that was on the 13<sup>th</sup> of April 2019. The language used still in Bahasa Indonesia and it is unlike Sonobudoyo Museum, the twitter of MPI UNY does not show any significant progress to promote the museum.

There are some weaknesses of this museum such as limited number of staff and there is no special allocation personnel for marketing specifically for handling the social media as well as very limited budget available to develop the museum including the use of social media. Being part of Universitas Negeri Yogyakarta (UNY), it causes limited access for the museum to have its own authority to develop itself.

The inconsistency of uploading the content in social media would affect the slow progress of marketing as it needs real time online, consistency as well as focus and directed concept management. For example, in relation to Indonesian Independence Day greeting, MPI UNY did not apply it in social media whereas Museum Sonobudoyo has it in its Instagram.

In addition, most museums in Yogyakarta are not very keen to show the leisure condition in the museum. Scott (2000) found that museum is failing to demonstrate the valid synergy between what consumers want and what museums have to offer. The Important issue in a time of increasing competition with other tourism destination is trying to meet between what people are looking for in an ideal leisure attraction and what museums are perceived as offering. This is another challenge for museum to develop itself in Yogyakarta Indonesia that is to include in their branding not only the attributes that they meaningfully own but also the attributes associated with an ideal leisure experience.

### Gumuk Pasir Museum

Slightly different with the two other museums, Gumuk Pasir museum has more distinguished problem with the account name for their social media. Figure 7 below illustrate that if people look for Facebook Gumuk Pasir Museum does not turn into the Museum as per se but it will turn into the page of 'Parangtritis Geomaritime Science Park' which act as the "umbrella" institution for the museum. As a consequence, this will create confusion for those who are searching 'Gumuk Pasir Museum' in Google (Figure 7) as people could not find the social media of 'Gumuk Pasir Museum' itself and only Geomaritime Science Park instead (as shown in Figure 8). Indeed, not everybody knows that Gumuk Pasir Museum is actually part of Parangtritis Geomaritime Science Park.

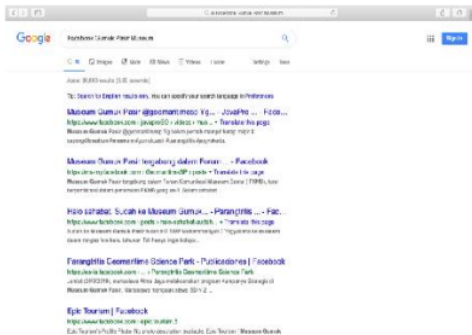


Figure 7. Google Search for Gumuk Pasir Museum

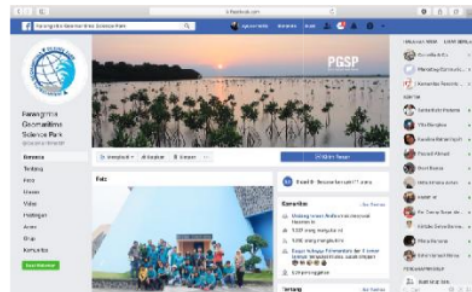


Figure 8. Facebook Parangtritis Geomaritime Science Park (PGSP)

Despite of the weakness, the Facebook shown a very good update as the content always renew in two or three days apart. Unlike Sonobudoyo and MPI UNY, this Facebook already has its

own translation facilities in the page (not in Google). 1.240 people follow and has 1.227 people likes the Facebook. This is showed a good engagement between museum management and the people who follow and like.



Figure 9. Instagram Museum Gumuk Pasir (still included in Parangtritis Geomaritime Science Park account).

Similar to the Facebook, the account name of Gumuk Pasir museum is still included in Parangtritis Geomaritime Science Park. It has 2,042 followers with very good content update period as the last update is on the 28<sup>th</sup> of August 2019. There has been quite variety activity uploaded such as Sand Dunes Geospatial Run which will be held on the 27<sup>th</sup> of October 2019 and Batik design competition in September 2019. In addition, the museum also upload useful content for communities in Yogyakarta such as Jogja Air Show which was held on Sunday the 25<sup>th</sup> of August 2019 in Depok beach nearby Parangtritis Geomaritime Science Park and the museum.



Figure 10. Twitter Museum Gumukpasir (still included in Parangtritis Geomaritime Science Park)

Unfortunately, the twitter (Figure 10) is not as active as the Facebook (Figure 9) and

Instagram (Figure 8). Whereas the Instagram is very updated, the twitter was just updated on the 21<sup>st</sup> of August 2019 with 302 followers and 6 likes only. The language is also mostly still used in Bahasa Indonesia.

Owned and managed by three institutions; Geospatial Institution, Gadjah Mada University Geography Faculty and local government of Bantul district affected some difficulties in decision making and other procedure approval purposes including changing the social media account name into *Gumuk Pasir* Museum instead of 'Parangtritis Geomaritime Science Park' (PGSP). Therefore, it is suggested that there should be an internal clarification to finish the discussion between the three management and adjust with the requirements for having standard museum from the local Ministry of Culture in Yogyakarta Indonesia. For branding purposes, it is suggested that *Gumuk Pasir* museum should stand by its name for every multi channels of social media exposure.

## CONCLUSION

It is found that museums in Yogyakarta do not have social media marketing plan and guidance for their daily, monthly and annual promotion as part of their strategic plan. This can be seen from the inconsistency of uploading in the social media and also there is no content management so that the social media content in the three selected museums are not comprehensively valuable. Due to budget constraints and other limited authorities, museums could not easily hire a social media person in charge so they depend on internship students or Museum Ambassador and when the program or internship is finished, nobody would continue the social media promotion program. Another challenge is internal problems and procedural difficulties. Therefore, it is concluded that the challenges should be overcome with two starting points; museum should have at least one person who is in charge for social media

and understand how to communicate effectively through verbal and nonverbal as well as there should be a social media plan and guidance for museum continuous support including political will support.

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#### **AUTHOR PROFILE**

**Ayu Helena Cornelia**, is a lecturer in Sekolah Tinggi Pariwisata AMPTA, Yogyakarta, Indonesia.

Scholar id:

<https://scholar.google.co.id/citations?user=mFEs5WoAAAAJ>

**Tri Kuntoro Priambodo**, is a lecturer in Gadjah Mada University, Yogyakarta, Indonesia.

Scholar id:

<https://scholar.google.co.id/citations?hl=id&user=3rq22JgAAAAJ>



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